



Week Oct 1: Pre-Embargo

- Arrange exclusive interviews with David Sanger of the *New York Times* and Al Hunt of *Bloomberg*
 - Reach out to both publications this week and lock down an exclusivity deal, including timing of when they will receive the report, the interviews with Greg Craig, and embargo expiration
 - Exclusivity Terms: *Bloomberg* and *New York Times* will have access to the report on Monday at 9am and an opportunity to interview Greg Craig provided they agree to a Tuesday 2am online embargo.
 - Reasoning: If the MOJ releases the report at 10am UKR/ 3am Eastern on Tuesday, we need to give the *Times* sufficient time to get its story in the Tuesday paper, and both publications time to get their stories online before the MOJ
 - Should either publication reject the terms, reach out to Richard McGregor at *Financial Times* as a back-up
- Get final approval on the list of selected reporters for outreach after exclusive runs. The following have been suggested by MCW:
 - Corey Flintoff: National Public Radio
 - James Kitfield: National Journal
 - Column Lynch: Foreign Policy
- Finalize and reach out to primary spokespeople and third-party spokespeople who would act as validators, and speak to print media, appear on radio and TV news talk shows
- Give a “heads up” and condition environment to select Hill staff members about the release of the Skadden report:
 - Brady Howell, Deputy Director, Eurasia Subcommittee, House Foreign Affairs
 - Marik String, Professional Staff Member, Senate Foreign Affairs (Minority)
 - Orest Deychakiwsky, Senior Policy Advisor, Helsinki Commission
 - Daniel Leiva, Foreign Policy LA, Speaker Boehner (R-OH-8)
 - Billy Oden, Foreign Policy LA, Majority Leader Cantor (R-VA-7)
 - Alexandra Brunory, Foreign Policy LA, Republican Policy Committee Chairman Price (R-GA-6)
 - Matt Rimkunas, Foreign Policy LA, Sen. Graham (R-SC)
 - Victor Cervino, Foreign Policy LA, Sen. Rubio (R-FL)
 - Chris Sullivan, Foreign Policy LA, Sen. Isakson (R-GA)
 - Kenneth Myers, Foreign Policy LA, Sen. Lugar (R-IN)
 - Stacie Oliver, Foreign Policy LA, Sen. Corker (R-TN)
 - Deborah Burrell, Foreign Policy LA, Rep. Bartlett (R-MD-6)
 - Dante Cutrona, Foreign Policy LA, Rep. Gerlach (R-PA-6)
- Give a “heads up” and condition environment to opinion leaders about the release of the Skadden report:
 - Doug Bandow, Senior Fellow, CATO
 - Ian Bremmer, President, Eurasia Group
 - Susan Corke, Eurasia Program Director, Freedom House
 - Danielle Pletka, VP of Foreign and Defense Policy, American Enterprise Institute
 - Steven Pifer, Senior Fellow, Brookings



- Steve Sestanovich, Senior Fellow, Council on Foreign Relations
- Ross Wilson, Director, Eurasia Center, the Atlantic Council
- Ed Meese, Chairman, Center for Legal and Judicial Studies, Heritage Foundation
- Matthew A. Rojansky, Deputy Director, Russia and Eurasia Program, Carnegie Endowment for International Peace
- Stephen Nix, Regional Director, Eurasia, International Republican Institute
- Identify author for an op-ed, draft and get final approval for placement in Hill publication
- Finalize Hill and administration talking points
- Create ECFMU branded document with “key takeaways” from the report – using as many direct quotes as possible
- Establish coordination channel with Online Truth Squad; Approve hashtag to accompany all related tweets, which will enable us to categorize those Tweets and help them show up more easily in a Twitter Search

Tuesday, October 9

- Exclusive stories in selected publication run; MOJ releases statement with link to report at 10am UKR time (3am Eastern)
- Immediately after the story goes public send materials to selected group of top-tier reporters, who can contact Skadden’s office directly for interview requests.
- Send materials and make follow-up calls to Hill members/staffers listed above; ensure that report is in the right hands
- Send materials and make follow-up calls to opinion leaders listed above
- Initiate social media and digital plan
 - Link to report on ECFMU website
 - Push out Bloomberg coverage through ECFMU Facebook page and @modern_ukraine
 - Add selected hashtag to all related tweets
 - Monitor online conversations; Coordinate with Online Truth Squad

Wednesday Oct. 10 – Friday Oct. 12

- Initiate amplification
 - Pitch primary and secondary spokespeople to media
 - Bloggers post their stories
 - Submit op-ed to Hill publication
 - Send exclusive story to second-tier reporters as an ‘in case you missed it’
 - Push out positive coverage on social channel